

One unified voice to  
collaboratively lead,  
advocate, and influence  
economic vitality and  
community development  
for the Pella area.



pella area community  
& economic alliance



From needs to budget size, every business is different. The PACE Alliance offers customized partnership levels to meet the needs of your business.

**Business Membership Level**

- Access to 49 networking, educational, and social events
- Automatic membership to the Greater Des Moines Partnership (access to all events, networking, advocacy and marketing)
- Listing on [www.pella.org](http://www.pella.org) website with link to your business' website/social media platforms
- A one-time use set of member labels to start your business marketing efforts (primary contact for each business)
- Use of Alliance's standard rate mail permit to help save you \$\$ on mailings
- Post unlimited job openings to [www.pella.org](http://www.pella.org)
- Ability to accept Pella Bucks at your business as form of payment from customers
- Certificate of Origin certification (no fee)
- Notary services (no fee)
- Use of Alliance Board Room (no fee; based on availability)
- Use of LCD projector (no charge; based on availability)
- Discount on your insurance for belonging to an association (check with your insurance agent)
- Ribbon Cutting by our Dutch Greeters to announce your business opening (for new business or new member)

Business Membership Investment Scale:			
Business Type	Base Rate	+	Per FTE
1) General Businesses	300		10
2) Housing	300		5 <sup>2</sup>
3) Financial Institutions	350		25 <sup>1</sup>
4) Manufacturing (1-100 employees)	300		15
5) Manufacturing (100+ employees)	2070		1
6) Media	300		10
7) Utilities	300		.25 <sup>3</sup>

1 Per million dollar deposit  
2 Per room/unit  
3 Per unit serviced

**Individual Membership Level - \$50**

Individual memberships are for those who are retired or between careers/jobs and want to stay engaged in the business community. There is no business affiliation with this level and benefits are limited.

- Personal listing in the Business Directory.
- May join one or more of PACE's working Councils.

Want more exposure for your business?

We have additional investor levels with more benefits to fit your business needs.



### Bronze - \$550

- One Bronze-level representative will occupy a Board of Directors position, chosen from all Bronze-level investors on election basis by nominating committee
- Rotating banner on [www.pella.org](http://www.pella.org)

### Silver - \$2,500

- One Silver-level representative will occupy a Board of Directors position, chosen from all Silver-level investors on election basis by nominating committee
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Gold - \$5,000

- One Gold-level representative will occupy a Board of Directors position, chosen from all Gold-level investors on election basis by nominating committee
- Light pole banner around Pella with your company name on it (displays for one year)
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Platinum - \$10,000

- One Platinum-level representative will occupy a Board of Directors position, chosen from all Platinum-level investors on election basis by nominating committee
- Overall sponsorship of one Thursdays in Pella event
- Two tickets to the annual breakfast
- 50% off ad in Relocation Guide
- Light pole banner around Pella with your company name on it (displays for one year)
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Elite Partner- \$15,000

- Two Elite Partner-level representatives will occupy Board of Directors positions, chosen from all Elite Partner investors on an election basis by nominating committee
- Of the Elite Partner representatives elected to the Board of Directors, one member will be elected to the Executive Board (elected by the Board of Directors)
- Community tours for all prospective employment candidates
- Logo on landing page of [www.pella.org](http://www.pella.org)
- Logo in lobby of Pella Area Community & Economic Alliance office on Sponsor Wall
- One light pole banner around Pella with your company name on it (displays for one year)
- 1/6 page ad in the annual Business Directory
- Four tickets to the annual breakfast
- ½ page ad in Relocation Guide
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)
- Rotating banner on [www.pella.org](http://www.pella.org)

### Trustee - \$30,000

- A seat on the Board of Directors
- Of the Trustee level investors, one member will be elected to the Executive Board (elected by the Board of Directors)
- Community tours for all prospective employment candidates
- Logo in lobby of Pella Area Community & Economic Alliance office on Sponsor Wall
- Logo on landing page of [www.pella.org](http://www.pella.org)
- Two light pole banners around Pella with your company name (displays for one year)
- Reserved table of 8 seats at the annual breakfast
- Full page ad in the annual Business Directory
- ½ page ad and ½ page employer spotlight in the Relocation Guide
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)
- Rotating banner on [www.pella.org](http://www.pella.org)



# Council Opportunities

## Downtown Development

Purpose: Ensure the vitality of the downtown area through appropriate business mix, regulatory oversight, and customer friendly aesthetics.

Meets: Fourth Tuesday of the month at 7:30 AM

Areas of focus:

- Healthy business mix
- Business friendly zoning and ordinances
- Aesthetics of downtown

## Business Development

Purpose: Provide members with connections, education and advocacy opportunities to utilize in the success of their business.

Meets: Third Tuesday of the month at 7:30 AM

Areas of focus:

- Creating networking opportunities
- Leadership development
- Succession planning

## Economic Development

Purpose: Create private/public partnerships which spur economic growth. Areas of interest include but are not limited to: housing, infrastructure, utilities, incentives, local amenities and safety.

Meets: First Thursday of the month at 7:00 AM

Areas of focus:

- Employment housing
- Incentives for developers and homeowners
- Infrastructure
- Utilities to areas of expansion (fiber, water, electric/ gas)
- Land availability

## Workforce

Purpose: Attract quality workforce and provide new residents with resources to promote a smooth transition to the Pella area.

Meets: Second Tuesday of the month at 7:00 AM

Areas of focus:

- Assist employers with potential and new residents
- Attract/retain young workforce
- Enhance diversity initiatives

## Events

Purpose: Create social opportunities for employees and residents to enhance the quality of life in Pella, as well as creating additional reasons for visitors to travel to Pella.

Meets: Typically once a month as needed

Areas of focus:

- Planning and carrying out events: Thursdays in Pella, Golf Outing, Herfst Feest, Tour of Stores and Holiday Activities, and more.

Have a  
passion?  
Make a  
difference!

The work done in these  
councils enhances the  
Pella community and  
economy.

***Want to make an impact on Pella's future?*** We invite you to join a Council. Participation is open to all members. For more information contact Karen, PACE Alliance Executive Director, at [karen@pella.org](mailto:karen@pella.org) or 641-628-2626.



# Pella Area Community & Economic Alliance Membership Application

## Contact Information:

Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Position/ Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Web Address: \_\_\_\_\_

## Membership Level

Business       Silver       Platinum       Individual  
 Bronze       Gold       Elite

## Business Information:

Total Number of Employees: \_\_\_\_\_ Total Number of Full-Time Equivalent Employees: \_\_\_\_\_  
 Describe your business, major services or products (Online description): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Keywords (for search)  
 \_\_\_\_\_  
 \_\_\_\_\_

## Preferences:

Billing Frequency Request (Check one): Quarterly  Annually   
 How do you prefer bills to be sent? (Check one): Mail  E-mail

## Get Involved:

Working Councils drive the priorities and activities of the Alliance. Please check any of the Committees you are interested further exploring or joining. (Check all that apply; See inside for Council descriptions).

Business Development       Downtown Development       Economic Development  
 Workforce Development       Events       Dutch Greeters

Member Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date: \_\_\_\_\_

\*Full Time Equivalent (FTE) employees include all owners, managers, professional, technical, and sales associates, as well as regular employees working a full-time work schedule for one year.

Notice: The Pella Area Community & Economic Alliance is organized as a not-for-profit professional association under section 501(c)6 of the Internal Revenue code. Member investments are deductible as a business expense, but not as a charitable contribution for tax purposes.

818 Washington St  
Pella, IA 50219

641-628-2626

641-628-9697

www.pella.org

info@pella.org

**PACE  
Alliance  
Staff  
Members:**

Karen Eischen IOM  
Executive Director

Maria Bogaards  
Talent Development &  
New Resident Services  
Director

Sarah Treft  
Events Coordinator &  
Office Manager

Christi Vander Voort  
Communications &  
Member Relations  
Director

## For Office Use Only

Annual Dues     Pro-Rated Amount     Paid or Invoiced     Sponsorship     Website Linked  
 Window Cling     E-mail Welcome Dir     E-mail Welcome Pres     Dutch Greeted     Pella Bucks List  
 Login Directions     Newsbrief     Added to Groups